SAL AMARASINGHE

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Driven, innovative, and curious hardware product manager with deep expertise in end-to-end hardware product development delivering cutting-edge solutions that drive positive impact in multiple industries. Employ extensive background in human-centered design, engineering, and understanding of customer needs to serve as mentor and business partner, leading diverse and cross-functional teams into the future while accelerating the growth of industry-leading organizations.

KEY SKILLS

Product Management	Business Case Modelling	Technology R&D
Prototype Development	Product Roadmap	Hardware (EE/ME) Design
User Research & Testing	Partnership Management	Go-to-market Strategy

PROFESSIONAL EXPERIENCE

Tile (acquired by Life360) | Remote — January 2022 – Present

Principal Product Manager, Hardware

- Product lead for the $100M Tile location tracking hardware business unit.
- Partnered with engineering and design teams to deliver high quality hardware with the best customer experience.
- Partnered with marketing, sales, and operations to develop go-to-market strategy across various sales channels.
- Partnered with customer care and analytics to ensure hardware KPIs were trending in the right direction.
- Drove alignment across the leadership team with the 3-year hardware strategy and roadmap.
- Built a first-generation hardware product from concept to market launch within 8 months by prioritizing product features and making tradeoffs to meet customer needs while also balancing the needs of the business.
- Defined two new hardware products to enter competitive new-to-Tile verticals: launching in H1 2023.
- Interviewed over 100 new and existing customers to identify deep user needs and pain points.
- Conducted 6 rapid experiments in 4 months to test early product market fit around new concepts.
- Led end to end alpha, beta, and field testing of new products with over 100 participants to identify over 30 product issues prior to launch.
- Spearheaded the launch of an internal R&D lab to explore new hardware technologies to drive innovation.

SelfSci | Chicago, IL — September 2019 – September 2021

Co-founder

- Oversee hardware development lifecycle from user stories to deployment and maintenance; recruit and lead a team of 6 to execute a desirable and feasible minimal viable product (MVP); created and launched the world's first real-time, at home, and personalized cortisol measurement system using saliva
- Collaborate with engineers to ensure hardware design and hardware prototypes fulfilled the requirements for the computer vision model; developed state-of-the-art computer vision for the product requiring a smartphone camera photo of a biological test strip to produce a cortisol concentration measurement
- Devise product roadmap, including end-to-end product ideation and launch processes, while considering both the online and offline user experience; independently architected, integrated, and tested engineering concepts to deliver the hardware and biological product requirements document (PRD) feature set within 3 iterations
- Consistently evaluate the business, engineering, and design metrics to push past prior challenges; successfully enabled product to deliver measurement results within 10 minutes, outperforming the industry standard of 10 weeks with a 91% accuracy rate and positioning the company in a $422M biohacking market
- Drive project vision and collaborate across a full stack product working with hardware, software, and design teams; collaboratively drew sketches of possible solutions to test the form and function on target customers; developed mockups using rapid prototyping methods, 3D printed models before producing hardware MVP
- Identify and partner with multi-tiered domestic and Asian manufacturers, positioning the company for success and ensured financial health during the startup phase; scaled production from 10 to 10,000 units
- Create pitch deck and video to present to various institutional and private investors; fundraised $250K toward product development while supporting sales and marketing team initiatives
- Accountable for publishing intellectual property (IP), company operations, digital and social media marketing; write and maintain budget plans to present to internal teams and investors every two months; set pricing to meet revenue and profitability goals and deliver forecasts

IDEO | Boston, MA June 2018 – August 2018
Designer, Intern

- Performed design research for products and services in sustainable energy using emerging technologies
- Designed and developed an IoT sensor experiment measuring electrical appliance energy usage to influence energy consumption at home and positively impact the demand on the electric grid; observed user needs and built an IoT electrical current sensor to measure energy usage; 80% of participants reduced energy use and 4 realized approx. 6% reduction in utility bill
- Gained comprehensive understanding of the HCD process and building an MVP to run an experiment; developed skills in rapid prototyping with 3D printers, 3D CAD, IoT electronics, SQL queries, and utilizing Python to build a cloud infrastructure on AWS

Microsoft | Seattle, WA September 2014 – September 2017
Hardware Engineer

- Spearheaded the development of multiple hardware modules for 7 Surface devices from ideation to mass manufacturing; selected components, schematic capture, managed the bill of materials (BOMs), verified printed circuit boards (PCB) layout, applied design for manufacturability (DFM) principles, and system bring-up
- Designed, integrated, and tested 12+ electromechanical systems such as flexible PCBs, cables, and connectors, including the electrical and mechanical specifications of the proprietary Surface connector that transferred USB3, DisplayPort, and PCIe signals between hardware modules
- Understood customer needs, defined product requirements, tested key features, supported manufacturing builds, and collaborated with global cross-functional teams; successfully shipped over 1 million units in 3 years
- Built excellent business relationships with vendors, suppliers, and contract manufacturers, facilitating strict adherence to timelines and quality at each stage of product development; negotiated lower costs on parts to enable a 3% cheaper BOM on future production cycles
- Conducted a 3-month failure analysis project and employed design thinking to pinpoint industrial design as the root cause of failures and reason for high customer return rates; secured buy-in for significant product changes, earned recognition from leadership, and realized an 85% reduction in customer returns
- Awarded 3 promotions in 3 years for technical ability, growth mindset, teamwork, and performance; developed a strong understanding of the Waterfall and Agile product development process

Apple | Cupertino, CA September 2013 – December 2013
Engineering Program Manager, Intern

- Hired for technical skillset to lead the failure analysis program for the iPhone and iPod Touch camera modules
- Investigated 20+ failure modes and 1000+ customer returns and uncovered design deficiencies; collaborated with cross-functional teams, including manufacturing and customer relationship management to present failure data and solutions to senior leadership and engineers; improved manufacturing yield and decreased product return rate
- Created dashboards and presentations for effective communication with managers; developed understanding of the customer service pipeline and how to connect user needs to design and engineering

General Motors | Oshawa, CAN May 2012 – August 2012
Product Manager, Intern

- Served on the innovation and strategy team for the Chevrolet Volt electric battery
- Led research project to re-purpose electric vehicle batteries once a car is no longer operational; collaborated with internal and external subject matter experts in hardware, software, infrastructure, and manufacturing; prepared a comprehensive report with a solution to connect re-purposed batteries to an online electric grid
- Wrote detailed PRDs, presented metrics, and pitched product strategy to executive leadership

EDUCATION

Massachusetts Institute of Technology 2017 – 2019
Master of Science in Engineering & Management (GPA: 5.0/5.0)
Graduate research assistant (MIT Design Lab) and teaching assistant (15.783/2.739 – Product Design)

University of Waterloo 2009 – 2014
Bachelor of Science in Mechatronics Engineering (GPA 3.7/4.0)